

What is Claimed is:

1. A method of selecting a channel of interest from a plurality of communication channels which carry audio or video information, comprising:
 - 5 extracting image or sound characteristic data from said audio or video information;
 - searching for specific content of interest based on said image or sound characteristic data;
 - and selecting a channel based on said content of interest;
- 10 2. A method according to claim 1 where said characteristic data is stored on at least one server computer;
3. A method according to claim 1 where said selected channel is displayed on at least one client display;
- 15 4. A method according to claim 2 and 3 where client and server communicate via the Internet protocol (IP)
5. A method of tuning to a channel of interest from a plurality of channels received by receiver device, using an Internet-enabled computing device, comprising:
 - 20 creating a correspondence between broadcast channel signals received by said receiver device and channel characteristic data stored on at least one Internet site;
 - searching for specific content of interest based on said channel characteristic data;
 - selecting a channel based on said content of interest;
 - and tuning said receiver device to said selected channel.

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